



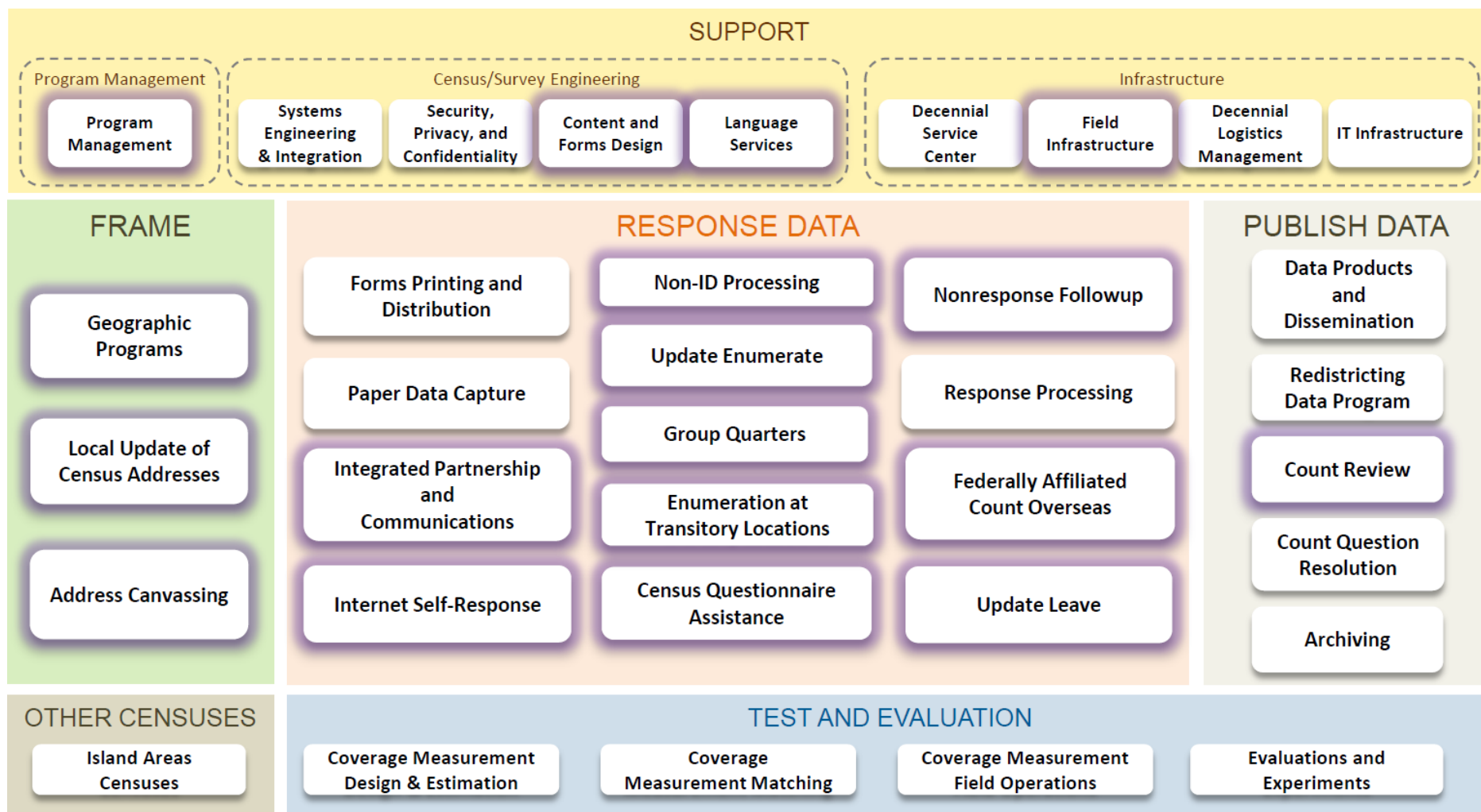
# HARD TO COUNT POPULATIONS: DISCUSSION

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# HOW TO COORDINATE STRATEGIES ACROSS COMPONENTS?



# A DIVERSE SET OF CHALLENGES

	Hard to Locate	Hard to Contact	Hard to Persuade	Hard to Interview
Stakeholder communications	X	X	X	X
Integrated Partnership and Communications		X	X	X
Content and Forms Design			X	X
Language Services				X
Field Infrastructure			X	X
Frame	X			
Self-response				X
Update Leave	X	X		
Update Enumeration	X	X		X
Special Enumeration		X		X
NRFU			X	
Coverage Improvement	X			

## OVERALL QUESTIONS

- Knowing there's limited resources and an immense scope of work, what is the framework for prioritizing staff and Y&R time and direct spending?
  - Solely looking at the most cost-effective per response will disadvantage certain groups.
- How does the uncertainty and public/stakeholder response to the citizenship question affect planning and strategies?
- What are the interim measures in 2019/early 2020 to know you're on the right track?
- What items are not set already, i.e. where can CSAC be most helpful?

# INTEGRATED PARTNERSHIPS AND COMMUNICATIONS

## ■ Communications/media

- Where are the information gaps for developing messages? Populations that weren't part of focus groups?
- Are there anticipated adjustments to operating in a contentious election year?
- What are the plans for reviewing strategies in an uncertain environment – both because of the citizenship question and volatile political environment?

## ■ Local partners

- Strategies need to recognize reticence, delays in onboarding due to citizenship question.
- Build in time for catch-up/re-assessment after legal challenges have progressed.

## SELF-RESPONSE

- Caution in over-confidence in 2010 self-response rates given so many changed conditions.
- Digital literacy and comfort level could matter as much as internet access.
- Are there lessons about mailing strategy for hard-to-count groups/areas from Providence test?
- Will real-time monitoring during April/May collection include measures of coverage of hard-to-count groups with ability to respond?

## NON-RESPONSE FOLLOW-UP

- How does the use of administrative records in NRFU affect different hard-to-count populations?
- If citizenship question remains, what are the contingencies for supplemental NRFU efforts due to suppressed response?
- Test how different protocols for handling missing response to citizenship question will affect hard-to-count outreach and eventual data quality?

## OTHER COMPONENTS

- Rapid response: what are the plans for shadow sites, fake news specifically targeted at hard-to-count groups?
- Content and Forms: what can be learned from end-to-end test? (help screens, drop-off points?)
- Field Infrastructure: In tight economy, are there new national/local partners to help with recruitment?
- Update Leave: What's the plan for expanding capacity if multiple disasters hit near/during collection period?